ORDER

Orders Order / Rev: 716981 06340417 Alt Order #: Product Desc: NEA FUND CHILD & PUB WKYC Estimate: 1664 09/26/12 - 10/02/12 Flight Dates: Primary AE: Joe Knauer 09/25/12 / 09/27/12 Sales Office: T-WAS Original Date / Rev: Order Type: Political Sales Region: NAT Mundy Katowitz Media/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1322 G St SE Billing Cycle: EOM/EOC Washington, DC 20003 Agency Commission: 15% Advertiser Name: **NEA Fund for Children and Public** Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Non Ballot Order Separation: 00:15:00 Priority: P-2 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/30/12	23	\$37,900.00	\$32,215.00		
10/01/12	10/02/12	20	\$36,000.00	\$30,600.00		

Revenue Codes:

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$37,900.00	\$32,215.00	0.00
October 2012	20	\$36,000.00	\$30,600.00	0.00
Totals	43	\$73,900.00	\$62,815.00	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

AGY, GEN, POL

Ln Ch S	Start E	nd	Inventory Code	Break	Start/End Tir	me Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC 09	9/28/12 09	9/28/12	Tonight Show Tonight Show	CM	1135p-1237a	F	:30	1	\$3,500.00 P-2	0.00 NM	1	\$3,500.00
TONITE SH	HW-NBC<											
Start D Week: 09/24/		d Date 30/12	Weekdays	Spots/Week 1	Rate \$3,500.00	Rating 0.00						
E 2 WKYC 09	9/28/12 09	9/28/12	M-F 2-3p Rachel Ray	СМ	2-3p	F	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
RACHAEL	RAY											
Start D Week: 09/24/		d Date 30/12	Weekdays	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
E 3 WKYC 09	9/28/12 09	9/28/12	M-F 4-5p	CM	4p-5p	F	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
			Ellen Degeneres									
ELLEN<												
Start D		d Date	<u>Weekdays</u> F	Spots/Week		Rating						
Week: 09/24/		30/12		1	\$800.00	0.00			#4.400.00.D.0	0.00.104		04 400 00
E 4 WKYC 09	9/28/12 09	9/28/12	M-F 5-6p Dr. Phil	СМ	5p-6p	F	:30	1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
DR. PHIL												
Start D Week: 09/24/		d Date 30/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$1,400.00	Rating 0.00						
E 5 WKYC 09	9/28/12 09	9/28/12	M-F 6-7a	CM	6a-7a	F	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
CH3 NEWS	STODAY		Channel 3 News	Today @ 6AM	l							
Start D	ate End	d Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 10/26/12 09:44:02 Page 2 of 5

Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

06340417 NEA FUND CHILD & PUB Alt Order #: Product Desc: WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 5 WKYC	09/28/12	2 09/28/12	M-F 6-7a	CM	6a-7a	F	:30	1 \$	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
CH3 NEV	VS TOD	ΑΥ	Channel 3 News	Today @ 6Alv	1							
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2	.,	09/30/12	F	1	\$2,500.00	0.00 F	.20	4 (10 F00 00 D 0	0.00 NIM		#0.500.00
E 6 WKYC	09/28/17	2 09/28/12	M-F 7-9a Today Today Show	СМ	7a-9a	I'	:30	1 \$	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
TODAY S	SHW		,									
Start Week: 09/2	Date //12	End Date 09/30/12	Weekdays F	Spots/Week 1	Rate \$2,500.00	Rating 0.00						
E 7 WKYC			M-F 9-10a Today		9a-10a	F	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
			Today Show II						,			,
TODAY S			Wookdovo	Spoto/Mook	Poto	Poting						
Week: 09/2	Date 4/12	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$800.00	Rating 0.00						
E 8 WKYC	10/01/12	2 10/01/12	Late Night	CM	1237a-136a	M	:30	1 \$	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
LEALLO	NI NIDO		Late Night w/Jimr	ny Fallon								
J FALLOI Start	: Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
Week: 10/0		10/07/12	M	1	\$1,200.00	0.00					ĺ	
E 9 WKYC	10/01/12	2 10/01/12	M-F 3-4p	СМ	3p-4p	M	:30	1	\$650.00 P-2	0.00 NM	1	\$650.00
DOCTOR	RS<		The Doctors									
	Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 10/0		10/07/12	M	1	\$650.00	0.00						
E 10 WKYC	10/01/12	2 10/01/12	M-F 4-5p	CM	4p-5p	M	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
ELLEN<			Ellen Degeneres									
	Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/0		10/07/12	M	CM	\$800.00	0.00 M	:30	1 (2 000 000 2	0.00 NIM	1	00,000
E 11 WKYC	10/01/12	2 10/01/12	M-F 6-630p Channel 3 News		6p-630p	IVI	.30	1 3	\$3,000.00 P-2	0.00 NM	1 '	\$3,000.00
CH 3 NW	/S AT 6			•								
Start Week: 10/0	Date 1/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
E 12 WKYC			M-F 6-7a	CM	6a-7a	M	:30	1 9	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
			Channel 3 News	Today @ 6AM	1				,			, ,
CH3 NEV	WS TOD : Date	AY End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	M	1	\$2,500.00	0.00					İ	
E 13 WKYC	10/01/12	2 10/01/12	M-F 7-9a Today	CM	7a-9a	M	:30	1 \$	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
TODAY S	SHW		Today Show									
	Date	End Date	Weekdays	Spots/Week	Rate	Rating					l	
Week: 10/0		10/07/12	M	1	\$2,500.00	0.00						
E 14 WKYC	10/01/12	2 10/01/12	M-F 730-8p Entertainment To	CM	730-8p	M	:30	1 \$	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
ENT TON	NIGHT 3	30<	Lintertainment 10	riigiit								
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0 E 15 WKYC		10/07/12	M M-F 9-10a Today	II CM	\$2,000.00 9a-10a	0.00 M	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
L 13 WKTC	10/01/12	2 10/01/12	Today Show II	II CIVI	3a-10a	IVI	.50	'	ψουυ.υσ1 -2	0.00 14101	1 '	ψουυ.υυ
TODAY S												
Start Week: 10/0	Date 1/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
E 16 WKYC			Sat 6-630p	CM	6-630p	S-	:30	1 5	\$3,000.00 P-2	0.00 NM	3	\$9,500.00
			Channel 3 News		•						1	
AVG. ALI Start	L WKS : Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 09/2		09/30/12	S-	1	\$3,000.00	0.00					1	

Print Date: 10/26/12 09:44:02 Page 3 of 5

Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime	Days	Len Spo	nts	Rate Pri	Rta Tyne	Snots	Amount
E 16 WKYC			Sat 6-630p	CM	6-630p		S-			\$3,000.00 P-2		3	\$9,500.00
AVG. AL		2 00/20/12	Channel 3 News	_	О ОООР		Б	.00		φο,σσσ.σστ 2	0.00 14101		ψο,οσο.σσ
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	ıa						
Week: 09/2		09/30/12	S-	1	\$3,000.00	0.0							
	Date Ra		escription		t/End Time			<u>Weekdays</u>	Len		Rtg Type		
		2-09/30/12 S .2.16.3.16.4	at 6-630p	6-63	0р			Sa		:30 (\$3,000.00)	0.00 NM		
	gm Chan	,, -											
	-		1-F 7-9a Today	7a-9	а			- T	- :	30 \$2,500.00	0.00 NM		
⊕ MG	for 18.1	,17.1,16.1											
_			1-F 7-9a Today	7a-9	а			- T	- :	30 \$2,500.00	0.00 NM		
		,17.1,16.1											
_			1-F 11-1135p	11-1	135p			M	- :	30 \$4,500.00	0.00 NM		
		,17.1,16.1	NP Lot NI	014	110 000					1.	0.00.1114		# 0.00
E 17 WKYC	09/29/1	2 09/29/12	Nightly News Nightly News	CM	M-Su 6:28p-	/p -	S-	:30	1	\$4,000.00 P-2	0.00 NM	0	\$0.00
AVG. AL	_L WKS<	<	Nightly News										
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>ıg</u>						
Week: 09/2		09/30/12	S-		\$4,000.00	0.0					D. T		
	Date Ra	<u>1119e</u> 2-09/30/12 N	lescription		t/End Time u 6:28p-7p			<u>Weekdays</u> Sa	<u>Len</u>	gth <u>Rate</u> :30 (\$4.000.00)	Rtg Type		
		.2,16.3,16.4	iightiy News	IVI O	u 0.20p-7 p			5a		.30(φ1,000.00)	0.00 14101		
	gm Chan												
E 18 WKYC	09/29/1	2 09/29/12	SAT TDY	CM	7a-9a	-	S-	- :30	1	\$2,500.00 P-2	0.00 NM	0	\$0.00
TODAY	CLIOW		NBC Today Show	ı (Sa)									
TODAY	SHOW rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	ı.a						
Week: 09/2		09/30/12	S-		\$2,500.00	0.0	_						
	Date Ra		escription		t/End Time			Weekdays	Len		Rtg Type		
		2-09/30/12 S	AT TDY	7a-9	а			Sa		:30 (\$2,500.00)	0.00 <i>NM</i>		
	e <i>MG 16.</i> gm Chan	.2,16.3,16.4 inel											
E 19 WKYC		<u> </u>	M-F 10-11a	CM	10a-11a		T	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
210 WK10	00/21/1	2 00/21/12	M-F 10-11a	OW	100 110		•	.00		φοσσ.σστ 2	0.00 14101		φοσο.σσ
TODAY	SHW3-N	NBC<											
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Ratin	_						
Week: 09/2 E 20 WKYC		09/30/12		CM	\$800.00 3p-4p	0.0	T	- :30	1	\$650.00 P-2	0.00 NM	1	\$650.00
E 20 WKTC	09/27/1	2 09/21/12	The Doctors	Civi	3p-4p	-	1	.30	'	ф030.00 F-2	U.UU INIVI	!	φ650.00
DOCTO	RS<												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin	_						
Week: 09/2		09/30/12	T	1	\$650.00	0.0				\$400.00 D.O	0.00 NIM		# 400.00
E 21 WKYC	09/27/1	2 09/27/12	Early Today	CM	4a-430a	-	T	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
EARLY	TDAY-N	BC<	Lany roday										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	_						
Week: 09/2		09/30/12	T	1	\$100.00	0.0							
E 22 WKYC	09/27/1	2 09/27/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-	T	- :30	1	\$800.00 P-2	0.00 NM	1	\$800.00
ELLEN<	<		Elicii Degeneres										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 09/2		09/30/12	T	1	\$800.00	0.0							
E 23 WKYC	09/27/1	2 09/27/12	•	CM	6p-630p	-	T	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
CH 3 N/	NS AT 6		Channel 3 News	аі ор									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 09/2	24/12	09/30/12	T		\$3,000.00	0.0	00						
E 24 WKYC	09/27/1	2 09/27/12		CM	7-730p	-	T	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
CH 3 NV	NS AT 7		Channel 3 News	at 7P									
CITON	NO AT I	_										ı	

Print Date: 10/26/12 09:44:02 Page 4 of 5

Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots E 24 WKYC 09/27/12 09/27/12 0.00 NM \$3,000,00 M-F 7-730p СМ 7-730p :30 \$3,000.00 P-2 Channel 3 News at 7P CH 3 NWS AT 7< Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 - - - T- - : 0.00 \$3,000.00 E 25 WKYC 09/27/12 09/27/12 M-F 7-9a Today - - - T- - -:30 \$2.500.00 P-2 0.00 NM CM 7a-9a \$2.500.00 Today Show **TODAY SHW** Weekdays **End Date** Spots/Week Start Date Rate Rating 09/30/12 - - - T- - : Week: 09/24/12 \$2,500.00 0.00 E 26 WKYC 09/27/12 09/27/12 0.00 NM M-F 9-10a Today II - - - T- - -:30 \$800.00 P-2 CM 9a-10a 1 \$800.00 Today Show II TODAY SHW2-NBC **End Date** Spots/Week Start Date Weekdays Rating Rate 09/30/12 - - - T- - · Week: 09/24/12 \$800.00 0.00 E 27 WKYC 10/02/12 10/02/12 **Tonight Show** CM 1135p-1237a - T- - - -:30 1 \$3,500.00 P-2 0.00 NM \$3,500.00 Tonight Show TONITE SHW-NBC< **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 10/01/12 10/07/12 - T- - - -\$3,500.00 0.00 M-F 2-3p СМ E 28 WKYC 10/02/12 10/02/12 2-3p - T- - - -:30 \$450.00 P-2 0.00 NM \$450.00 Rachel Ray RACHAEL RAY Spots/Week Start Date **End Date** Rating Weekdays Rate 10/07/12 - T- - - -0.00 Week: 10/01/12 \$450.00 E 29 WKYC 10/02/12 10/02/12 Early Today CM 4a-430a - T- - - -:30 \$100.00 P-2 0.00 NM \$100.00 Early Today EARLY TDAY-NBC< Start Date **End Date** Weekdays Spots/Week Rating Rate - T- - - -Week: 10/01/12 10/07/12 \$100.00 0.00 M-F 4-5p E 30 WKYC 10/02/12 10/02/12 СМ :30 \$800.00 P-2 0.00 NM \$800.00 4p-5p Ellen Degeneres ELLEN< Rating Start Date Weekdays Spots/Week **End Date** Rate - T- - - -Week: 10/01/12 10/07/12 \$800.00 0.00 E31 WKYC 10/02/12 10/02/12 - T- - - -:30 1 \$1,000.00 P-2 M-F 5-6a CM 5a-6a 0.00 NM \$1,000.00 Channel 3 News @ 5AM CH3 NEWS SUNRS Start Date **End Date** Spots/Week Weekdays Rate Rating - T- - - -Week: 10/01/12 10/07/12 \$1,000.00 0.00 E32 WKYC 10/02/12 10/02/12 M-F 5-6p CM 5p-6p - T- - - -:30 \$1,400.00 P-2 0.00 NM \$1,400.00 Dr. Phil DR. PHIL Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/01/12 10/07/12 - T- - - -\$1,400.00 0.00 E 33 WKYC 10/02/12 10/02/12 - T- - - -M-F 6-630p CM 6p-630p :30 1 \$3,000.00 P-2 0.00 NM \$3,000.00 Channel 3 News at 6p CH 3 NWS AT 6 Start Date **End Date** Weekdays Spots/Week Rating Rate 10/07/12 Week: 10/01/12 \$3,000.00 0.00 E34 WKYC 10/02/12 10/02/12 M-F 730-8p 730-8p - T- - - -:30 1 \$2,000.00 P-2 0.00 NM \$2,000.00 **Entertainment Tonight** ENT TONIGHT 30< Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 \$2,000.00 0.00 E 35 WKYC 10/02/12 10/02/12 M-F 9-10a Today II 9a-10a - T- - - -\$800.00 P-2 0.00 NM CM :30 \$800.00 1 Today Show II **TODAY SHW2-NBC** Weekdays Spots/Week Rating **End Date** Start Date Rate 10/07/12 Week: 10/01/12 \$800.00 0.00 E36 WKYC 09/26/12 09/26/12 CM 11-1135p --W---:30 1 \$3,500.00 P-2 0.00 NM \$3,500.00

Print Date: 10/26/12 09:44:02 Page 5 of 5

Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

- - W- - - -

09/30/12

Week: 09/24/12

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots M-F 11-1135p Channel 3 News at 11p M-F CH 3 NWS AT 11< Weekdays Spots/Week Start Date **End Date** Rate Rating - - W- - - -Week: 09/24/12 09/30/12 \$3,500.00 0.00 E 37 WKYC 09/26/12 09/26/12 M-F 10-11a СМ 10a-11a - - W- - - -:30 \$800.00 P-2 0.00 NM \$800.00 1 M-F 10-11a TODAY SHW3-NBC< Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 - - W- - - -\$800.00 0.00 E 38 WKYC 09/26/12 09/26/12 M-F 4-5p СМ 4p-5p --W----:30 \$800.00 P-2 0.00 NM \$800.00 Ellen Degeneres ELLEN< Weekdays Start Date **End Date** Spots/Week Rate Rating - - W- - - -09/30/12 Week: 09/24/12 \$800.00 0.00 E 39 WKYC 09/26/12 09/26/12 - - W- - - -:30 1 \$1.400.00 P-2 0.00 NM \$1,400.00 M-F 5-6p CM 5p-6p Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 - - W- - - -\$1,400.00 0.00 E 40 WKYC 09/26/12 09/26/12 M-F 6-7a 0.00 NM CM 6a-7a - - W- - - -:30 1 \$2.500.00 P-2 \$2,500.00 Channel 3 News Today @ 6AM CH3 NEWS TODAY **End Date** Start Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 - - W- - - -\$2,500.00 0.00 E 41 WKYC 09/26/12 09/26/12 M-F 7-9a Today 7a-9a -- W----:30 1 \$2,500.00 P-2 0.00 NM \$2,500.00 CM **Today Show TODAY SHW** Weekdays **End Date** Spots/Week Start Date Rate Rating Week: 09/24/12 09/30/12 - - W- - - -1 \$2,500.00 0.00 E 42 WKYC 09/26/12 09/26/12 M-F 730-8p СМ - - W- - - -1 \$2,000.00 P-2 0.00 NM 730-8p :30 \$2,000.00 **Entertainment Tonight** ENT TONIGHT 30< Spots/Week Start Date **End Date** Weekdays Rating Rate - - W- - - -Week: 09/24/12 09/30/12 \$2,000.00 0.00 E 43 WKYC 09/26/12 09/26/12 M-F 9-10a Today II --W---\$800.00 P-2 CM 9a-10a :30 0.00 NM \$800.00 Today Show II TODAY SHW2-NBC Start Date **End Date** Weekdays Spots/Week Rate Rating

0.00

\$800.00

Totals 43 \$73,900.00